

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



★ WILLIAM ALLEN WHITE
1898-1944

LIBERALS AND CONSERVATIVES THE TWO GREAT AMERICAN
DELEGATIONS WHITE, CHAIRMAN OF AMERICAN
DEMOCRATIC LEAGUE, DEFENDER OF FREEDOM OF THE
PRESS, FIGHTER AGAINST NAZI AGGRESSION, THE
EDWIN T. JOHNSON, SENATOR, WIDE REPUTATION
AND WAS TOWN AND COUNTRY OF THE FARMERS
FIGURE IN AMERICAN JOURNALISM.

PRESENTED TO THE AMERICAN LIBRARY OF THE
BY THE AMERICAN LIBRARY OF THE AMERICAN
LIBRARY OF THE AMERICAN LIBRARY OF THE AMERICAN

★

WILLIAM ALLEN WHITE, CHAIRMAN, AMERICAN LIBRARY OF THE AMERICAN

None of the University provided by the University of William Allen White of the
American Library of the American Library of the American Library of the American
Library of the American Library of the American Library of the American Library of the American

25 Cents

April 1945

This is one of a series of advertisements currently appearing in newspapers in the 18 states and the District of Columbia where Esso products are marketed.



ELEANOR SCHAEFFER, Purchase Order Clerk



"SOX" MOONEY, Machine Shop Foreman

Good People at Good Jobs...



"GARRY" RYAN, Plant Maintenance Mechanic



GEORGE KOEPLINGER, Head Stock Checker

That's Good for EVERYBODY!

Clerk... foreman... mechanic... checker... *everyone* at Esso Standard Oil has a good job! It's a job with good pay and fair treatment... and opportunities to get ahead on the job. It's all part of a thirty-year-old "good jobs" policy based on the common-sense theory that a *happy* worker is a *good* worker and a *steady* worker.

Esso employees like their jobs for many reasons. Sickness and accident benefits. Retirement with pay. Paid vacations. Cash awards for worth-while suggestions. A Thrift Plan for that rainy day. Advantages



like these make people feel good about their jobs with us.

What does it all add up to? It adds up to an experienced team of 25,000 workers... with an average of 12 years' service. It adds up to over 30 years without a major labor disturbance. It adds up to over 2,400 proud wearers of 30-year service emblems. It adds up to the invaluable experience and skill of people like these who are maintaining high levels of production to bring you the oil products you need. The better you live, the more oil you use!

ESSO STANDARD OIL COMPANY

THE QUILL for April, 1949

THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXVII

Founded 1912

No. 4

Reflections on a Birthday

FORTY years ago this month—on April 17, 1909—Sigma Delta Chi was founded at DePauw University. The pleasant old campus at Greencastle, Indiana, was not officially informed of this event until several weeks later. On May 6, ten undergraduates filed into chapel wearing colors of black and white, symbolic of the art of printing. These were the founders. The fraternity had been taking shape in their minds and hearts for months before the legal date of birth it celebrates each Spring.

The trappings of Greek letterdom were an old story on the DePauw campus but the founders had a new idea. "Sigma Delta Chi," observed the *DePauw Daily* of May 6, "has appropriated to itself an entirely new field—that of journalism. Observing the success of the fraternity idea in other professional fields, such as law and medicine, it occurred to these ten men that the idea was also practical in the field of journalistic endeavor."

The *DePauw Daily* was right. The idea has proved practical. On its fortieth birthday, Sigma Delta Chi has some 17,000 members representing fifty-one undergraduate and a score of professional chapters. It remains the only purely professional journalistic fraternity. In this it is very nearly unique for the other major professions, at least, have developed as many as half a dozen or more Greek letter societies. The *DePauw Daily* of that May 6 was again prophetic when it said of the infant organization:

"Nor will its influence be limited to the college world alone. . . . In the course of years, it is hoped that the roll of the fraternity will contain the names of many prominent journalists and authors. By binding such men together in the true spirit and inspiring them with common ideals, a larger spirit of idealism will be injected into the press of the country."

To say the 1949 roll of Sigma Delta Chi contains the names "of many prominent journalists" would be rank understatement. To doubt that it has helped inject "a larger spirit of idealism" into the press of the country would be to deny the high place it now occupies in the major schools of journalism and to question the judgment of the hundreds of mature journalists who have been pleased to accept election as professional members.

But a birthday is something more than an occasion for congratulations to the celebrant and reflections on his origins. It is also a time to consider the future path in terms of the way that has been traveled. Sigma Delta Chi has come a long way in forty years. But the pace of history has quickened enormously and the task of journalism has grown correspondingly more difficult with each year of this "time of troubles," as Arnold Toynbee might call it.

WHEN Sigma Delta Chi was founded, the world was still enjoying the apparent stability of the great Victorian era. That Spring of 1909 I was a sixth grader. I knew nothing about fraternities but I did know about newspapers. I hoped in another year or two to be big enough to shoulder a canvas bagful of them each day and "carry a route," rolling them into tight twists of paper and flicking them across lawns onto front porches.

My home town of 40,000 had three daily newspapers then. I wish I could remember what I read in the papers of those days but it cannot have been very exciting compared to 1949's fears and alarms. Today the same city has one newspaper and two radio stations which is perhaps a fair example of the technological changes that have overtaken journalism.

Five years later, during a high school vacation, I sat on a canvas cot in a boys' camp and read the headlines, big and black for those days, that chronicled Germany's invasion of Belgium. I suspect that very few journalists then realized that Western European civilization had come to one of those periods of rapid change that have often marked the beginning of a new chapter in history. Six years later I was a newspaperman myself and since then my life has been a long succession of headlines—boom and depression, global war and cold war, challenge to everything that most people held immutable and incontestable that Spring of Sigma Delta Chi's birth.

Not only the peace, but many of our civilization's basic tenets seem threatened as the fraternity enters its fifth decade. The task of American journalism, as a right arm of democracy, is tremendous. The makers of newspapers and magazines, newscasts and telecasts must not only know how to use their mediums with the utmost skill but they must accept a responsibility greater than they have ever been called upon to exercise before. The "people's right to know" is always conditioned by their ability to understand. This means we must take constant thought of how better to make ourselves understandable.

Journalism has never developed a single overall professional group like the bar and medical associations. Instead, it has been organized in layers and brackets—publishers' and broadcasters' and editors' associations, unions of rank and file newsgatherers and editors, special writers' groups. Collectively they can and do exert a strong influence for better journalism. But at times they will necessarily be in conflict and none can speak surely for all. Sigma Delta Chi's 17,000 are of all ranks and branches of journalism. On certain important matters, at least, it is peculiarly situated to speak for all. There lies its unique opportunity on this birthday.

CARL R. KESLER

Editor

CARL R. KESLER

Business Manager

VICTOR E. BLUEDORN

Associate Editors

GEORGE F. PIERROT
MITCHELL V. CHARNLEY
LEE A. WHITE

FRANK W. McDONOUGH

VERNON MCKENZIE
WILLIAM A. RUTLEDGE, III
DICK FITZPATRICK

Publication Board

NEAL VAN SOOY
LUTHER A. HUSTON
GEORGE W. HEALY, JR.

THE QUILL, a monthly magazine devoted to journalism is owned and published by Sigma Delta Chi, professional journalistic fraternity. Entered as second-class matter at the Post Office at Fulton, Mo., under the Act of Aug. 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. Subscription Rates—Five years, \$7.50; one year, \$2.00; single copies, 25c. When changing an address, give the old address as well as the new. Address all correspondence to the Chicago office. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo. ADVERTISING, CIRCULATION AND EDITORIAL OFFICES, 35 East Wacker Drive, Chicago, 1, Ill.

On the Record

THIS is the time of year when Sigma Delta Chi grows one year older, a habit it has had for forty years. And if life really "begins at forty," the fraternity can look forward to the birth of a new era of worthwhile influence in journalism.

Those of you who have been reading this page for the past eleven months know that we have been calling our readers' attention to certain phases of the fraternity's history and its growing significance. We hope members now have a fuller appreciation for our society's services and its renewed vigor. It hasn't always been this way, especially during the recent war period.

Following the war and especially during the past three years, the reorganization and strengthening of Sigma Delta Chi's structure and services have been its major aims. We have had a ringside seat at National Headquarters during this same period and we'd like to reminisce a bit this month about a few of the things that have happened, not forty years ago, but fairly recently.

It was one of those "beautiful days in Chicago" when we unlatched the door at National Headquarters three years ago this month. Office Manager Helen Pichler, the fraternity's only full time employee, was there to greet us with a radiant smile. With one hand she extended a friendly and warm handshake. With the other she pointed to an inner office and hurriedly explained "That one's for you, but it has no desk."

The fraternity's war surplus problems had to wait temporarily, at least, until the practical chore of finding a desk was solved. Even with a new desk the office was a bit different than the ordinary. It had no door and never did have during the time we occupied the space. That was just as well for we intended to establish an open-door policy at National Headquarters anyway.

A year later, when another secretary joined our staff, expansion nudged the four walls and Headquarters was moved within the same building to slightly larger offices. They all had doors, but opened easily.

As we gazed from the window on our arrival day, to familiarize ourselves with the Chicago skyline, we noticed the Chicago River with its freighters and ships and draw bridges. We took particular note of the unfinished State Street bridge. We can see the same unfinished bridge from our window today. But there hasn't been much time for leisurely glances at the river traffic making its way from and to Lake Michigan which we were assured existed a few blocks to the East. And which we've rarely seen since then.

IN April of 1943, James C. Kiper, then executive secretary, left the position which he had held since 1934. Kiper's duties were taken over by Genevieve Stamper and Helen Pichler, both full time secretaries, and a Headquarters Committee of Elmo Scott Watson, Carl Kesler and Al Bates.

In November of 1943 when Miss Stamper left to become Mrs. Cline, Helen Pichler became office manager. During the remainder of the war period Mrs. Pichler fought a war of her own and alone

maintaining the Headquarters. It required a courage that knew no midnight.

Sigma Delta Chi went into the war period with 42 undergraduate chapters and a small number of active professional chapters. As time went on, almost all campus organizations for men disappeared and Sigma Delta Chi was one of them. Professional chapters on the other hand, remained active, several became more vigorous and all made a desperate effort to keep the fraternity and its ideals alive.

In April of 1946 many of the undergraduate chapters were already springing back to life. G. L.'s were returning to the colleges and universities. In February of 1947, with the reactivation of the University of Michigan chapter, the restoration of all former active chapters was complete. At Michigan not a member of the fraternity was in school, so a whole new chapter had to be installed. Grinnell, several months before, was reactivated the same way and several other chapters experienced the same situation.

The war, too, had furnished plenty of reasons for cancelling all national conventions during the 1942-1945 years, inclusive. With a bid from the Northwestern chapter and the Chicago professional chapter still pending from 1942, the Executive Council voted to restore the annual meeting and to hold it in Chicago in 1946. The Hotel LaSalle was chosen as the convention site. A fire at the LaSalle in May changed convention plans abruptly. Hurried discussions followed and the convention was moved to the Stevens Hotel, the only one available in Chicago with suitable dates.

THE war raised havoc with the membership list, too. Addresses for more than 3,000 members were out of date. As far as the fraternity was concerned, they were lost. First class mail was being returned. Continual checking with college alumni offices, chapters and individuals restored many names to the active list. But the publication of names of "lost" members in *THE QUILL* during the past year produced results beyond our expectations, and responses that were quite interesting.

In six issues of *THE QUILL*, some 2,700 names were advertised as lost. More than 341 members took time to give us more than 2,000 addresses. Some, of course, were duplications. This was added proof that members read *THE QUILL*, but more so, demonstrated a desire to be their brothers' keepers. And as we mentioned, some of the correspondence was quite interesting.

An alert member from Kansas advised us by postcard that the man we were seeking on Page 18 of the May issue, had his byline on a story appearing on Page 6 of the same issue. And if we wanted to know what he looked like, well, his picture was there, too.

Another member to whom Sigma Delta Chi had presented an award in journalism last year with the right hand, wrote and wanted to know what our left hand was doing. One member kindly advised us that a certain member was in the County Jail, Buffalo, New York, but a half dozen others assured us that "our" member with an identical name was free and a respectable citizen in another city.

Among the Texans who couldn't be reached, was one member who was supposed to be a well-known figure in San Antonio. At least a dozen fellow Texans assured us of this and added that any mail addresses to him there would reach him. The postoffice disagreed and continued to return his mail as "unknown." Which proved to us that one must be an exceptionally big man to be known in an exceptionally big state.

Several members were in disagreement on the whereabouts of another member. One told us he was in New York working on a certain magazine. Another assured us he was killed in the war. A third was sure he was somewhere in the Orient. Those who "guessed" the New York magazine proved to be right.

IN the search for addresses, members wrote to us from Italy, England, Germany, Mexico, Japan, Hawaii, France and, of course, the 48 states. A member from Virginia supplied three addresses, and asked that if we found an address for an additional name he sent, to please let him know. The individual named, he explained, owed him \$35. A recent undergraduate from Wisconsin eagerly called us one day and wanted to know when the Wisconsin list of "lost" men would be published. He was waiting with pencil in hand to set us straight.

QUILL readers who were not members of the fraternity joined in to help us find the missing. All in all, it was a most satisfying experience. And in a press agent's terms we might even say it was a colossal, stupendous, gigantic success.

We have other impressive evidence of the readership *THE QUILL* has, and of the loyalty of our members. We hope to tell you about them some time later.

If members and non-members can individually respond so satisfactorily to a call for help like this, we're confident the bigger jobs Sigma Delta Chi tackles during the next forty years will be equally successful, if not more so.

To prepare for the next forty years, National Headquarters will be moving to new and larger offices in the same building this month. The move will accommodate expansion for the present. Suite 2830 gives us a view of Lake Michigan, but if the past three years are a yardstick to be held against the future, there won't be much time for gazing from the window. We'll just take your word for it that Lake Michigan exists.

Victor E. Bluedorn.

Missing

Copies of *THE QUILL* listed below are missing from the permanent file. *THE QUILL* desires to learn if any subscribers have any of these issues. *THE QUILL* is willing to purchase same, or make other arrangements to reproduce the missing issues. Write Victor E. Bluedorn, Business Manager, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Illinois.

Volume 1. All issues.
Volume 2, No. 3 and No. 4.
Volume 5, No. 3 and No. 4.
Volume 6. All issues.
Volume 7, No. 1.
Volume 8, No. 4.
Volume 12, No. 5.

INS' Joe to Kremlin's Joe

Newsman Who Got Answer From Stalin

By J. C. OESTREICHER

WHEN you think of Kingsbury Smith, you think of striped pants, black Homburg hats and diplomatic protocol. That background has been built around him and he cannot very easily duck into the wings.

And yet it's really misleading in a lot of ways. Kingsbury Smith is "Joe" Smith to everyone who knows him—from statesmen to office boys. The polish of his dignified appearance is just one of those things that has come along in a journalistic career that for years has seen him move in the rarified strata of world politics.

I always have found it one of the most difficult things in the world to write a factual, interesting and informative story about a really good personal friend.

It had to be done in a hurry for *International News Service* newspaper and radio clients a few weeks ago when Joe sent his now famous questionnaire to Premier Stalin and followed this up with another quickly answered message in which the Kremlin's Joe told how much he wanted to meet President Truman who just couldn't get enthusiastic over the idea.

Put yourself in my position. I have worked hand in hand with Joe for a quarter of a century. We've been together in New York, Paris, London, Washington and Heaven knows where. To me he always has been just Joe, a newspaperman with

a bottomless barrel of ideas, a grand personality, real courage and an astonishing ability to get along with everyone.

Sometimes it's true that you can't see the forest for the trees. Here all of a sudden I found myself writing about Joe not as a pal but as a figure of international distinction, a full-blown "journalist" in the classic sense whose nose for news and propitious timing conceivably might have ended the East-West cold war and made reading matter in the history books of our grandchildren.

Now, in retrospect, I wish I had done a better story, which is the way we all feel the morning after. It seems that the emphasis should have been on what really makes a first-class foreign correspondent tick rather than a bare recital of beats here and scoops there, all of them enviable enough to be sure, but in the long run subservient to the mind and personality of the man who makes them possible.

PERHAPS that grand old Tennessean, Cordell Hull, would be the best man to write about Joe Smith and there's little doubt that he would comply graciously if asked to. For the venerable statesman was one of the first to recognize Joe Smith for what he was worth many years ago in Washington when the then Secretary of State would not proceed

It was the International News Service's "Joe" to the Kremlin's "Joe" when the Russian premier recently made headlines by answering the American newspaperman's questions on the cold war. For Kingsbury Smith, INS general manager for Europe who at least temporarily smoked out Stalin from behind his iron curtain, is Joe Smith to statesmen and fellow foreign correspondents alike. This picture of the shrewd working newspaperman behind the striped-trousered black-hatted facade of big time diplomatic journalism is given by an old friend and fellow worker for INS, J. C. Oestreicher, INS foreign director.

Jack Oestreicher entered newspaper work quite naturally after attending Columbia University, for his father was Walter M. Oestreicher, managing editor of the old Brooklyn Times whose "alumni" included such well known journalists as Quentin Reynolds. Jack started at the bottom rung of the press association ladder, reading "pony" services over the telephone to small clients. In 1927 he was assigned to the London staff from which he returned to become cable editor, news editor and, in 1934, director of foreign service.

He directed reporting of two minor wars—the Spanish civil conflict and Mussolini's invasion of Ethiopia—and sniffed the big conflict coming after the Munich pact in time to set up INS coverage that eventually blanketed the world from Guadalcanal jungle to Normandy beaches. Jack is a charter member of the Overseas Press Club and a member of Sigma Delta Chi.



GETS BIG STORY—J. Kingsbury Smith, INS European manager whom Stalin recently answered on the cold war, shown leaving a well known address, 10 Downing Street.

with a news conference until he was sure Joe was on hand, with or without notebook and pencil.

Joe concedes that his long and friendly association with Hull in the grimy old State Department building in Washington gave him perhaps his most valuable lessons in dealing with men who hold the fate of nations in their hands.

Hull gave him his entire confidence and Joe never abused it. He gave Joe advice and this he used. And when passing time sent Joe out into the international scene as European general manager of *International News Service* the tactics of this sage old statesman whose speech was an admixture of salt and honey never were forgotten.

One of the hardest things in the world is to put into any brief definition just what makes a good foreign correspondent. Integrity, personality and initiative might sum it up. But this glosses over all the imponderables, the modest but assiduous cul-

[Turn to Page 14]



NATIONAL PRESIDENT CHARTERS IDAHO—Neal Van Sooy (center) presents the 51st undergraduate chapter's charter to its president, Newton W. Cutler. Others, from left, are J. L. Ashlock, advisor to the installing Washington State College chapter; Paul T. Scott, Idaho advisor, and (extreme right) William Gasman, Washington State president.

Sigma Delta Chi Installs 51st Chapter at Idaho

ELEVEN men were initiated into Sigma Delta Chi at the University of Idaho in February to form the 51st undergraduate chapter of the fraternity and the charter chapter in the state of Idaho. National President Neal Van Sooy, editor and publisher of the *Santa Paula (Calif.) Chronicle*, was present in Moscow to present the charter to Newton W. Cutler, head of the Idaho group.

The Washington State College chapter of Sigma Delta Chi was in charge of the installation arrangements, initiating 18 Washington State undergraduates as well as two professional members at the same ceremony.

The installation of the chapter at the University of Idaho culminated more than ten years of work by student and faculty members interested in seeing the journalism fraternity represented on the campus. The movement was started in 1937 under the direction of Elmer Beth, now on the faculty of the William Allen

White School of Journalism at the University of Kansas.

The original organization of the Idaho campus was Sigma Delta which was organized on the Idaho campus on January 21, 1937. These thirteen upperclassmen journalism majors laid out as a platform "the securing of a chapter of Sigma Delta Chi, national journalism fraternity; the contacting of journalism majors through monthly news bulletins; the welding together of students taking courses in journalism; and the discussions of newspaper questions from a professional viewpoint."

In 1941 the organization added to its objectives, "To promote and maintain a professional interest in journalism at the university and throughout the state, and to keep in contact with alumni and future graduates in this course of study." To do this a mimeographed alumni news letter was published. During the war years membership dropped to one or two members and the news letter was temporarily suspended.

In the fall of 1946, with the return of

the veterans to the campus, Sigma Delta was quickly reorganized and once again went to work on its first objective, securing a chapter of Sigma Delta Chi. Last year a petition was drawn up and presented at the Milwaukee convention.

Through the efforts of the Washington State College chapter and others, the 51st undergraduate chapter of Sigma Delta Chi was installed at the University of Idaho.

Members of the Idaho chapter to be initiated were Lee Bath, Salt Lake City; Newt Cutler, president, Pasco, Wash.; George Denman, Boise; Bill Hansen and Phil Schnell, secretary, Moscow; Stan Godeke, Minden, Nev.; Harry Howard, Orofino; Del Klaus, vice president, Deep Creek, Wash.; Richard Munkwitz, Milwaukee, Wis.; Jim Spoerhase, Spokane, and Jack Taylor, Idaho Falls.

Chapter advisors for the group were Paul T. Scott, head of department of journalism at the University of Idaho and a member of the Washington State chapter and Carl F. H. Wermine, instructor in journalism at Idaho who became a member at the University of Illinois.

William F. Roseboon (Syracuse '48) has joined Congressman John C. Davies and Arthur Emery in setting up an industrial public relations firm in Utica, New York.

Historic Site

SDX Honors Memory of W. A. White

By BURTON W. MARVIN

MORE than 500 Emporians, Sigma Delta Chi executives, political leaders and visitors from throughout the Midwest participated in ceremonies at Emporia, Kansas, in February when Sigma Delta Chi presented its 1948 historic site plaque to the Emporia Gazette.

The plaque, honoring the late William Allen White, editor and publisher of the Gazette for 49 years until his death in 1944, was the fifth such award presented by the professional journalistic fraternity in recognition of newspaper work of historical significance.

Roy A. Roberts, president of the Kansas City Star and a close friend of the world-famous editor for many years, gave the principal address of the day at a luncheon preceding the presentation ceremonies. Mr. Roberts, national honorary president of Sigma Delta Chi last year, told the audience at the outset that he was going to speak not "off the cuff" but "straight from the heart."

Mr. Roberts praised Mr. White as an example of what an interpretative writer should be. He declared that the noted small town editor proved that "you don't have to work on a big city newspaper or live in a big city to really write. Mr. White lived all his life in a small town, yet probably was one of the best read men in the country."

The Kansas City editor pointed out that many of the world's leading figures dropped in on Mr. White in Emporia "because he had something to offer, a sparkling mind capable of making a keen analysis of what was going on."

"He belonged to no class or cult," Mr. Roberts declared. "There is too much writing today done by those who set themselves up as interpreters; by people who take a certain slant or by those who belong to some particular school or cult."

"That's not real interpretative writing. They interpret for each other and come out with 'great ideas.'"

"Bill's slant was always just plain Bill White, homey straightforward thinking. His writings always were guided by kindness and humor. He was full of sentiment. Disappointment and disillusion never made him cynical. We miss him today."

Mr. Roberts declared that the late editor's freshness of viewpoint was the thing that made Mr. White's mark upon the country and the world. He declared the Gazette editor's best writing was in his editorials, which carried weight and conviction because of their interpretation of small-town and Middlewestern thought.

The luncheon program also included a talk by Victor Blueborn, executive di-



William Allen White
1868-1944

rector of Sigma Delta Chi, in which Mr. Blueborn told the audience details of the fraternity's history, growth and aims.

The event was held in the Broadview Hotel under the joint sponsorship of the William Allen White Memorial Foundation of Emporia and the Emporia Chamber of Commerce.

The presentation ceremonies were held

BURTON W. MARVIN took time out to cover his own assignment in this account of the presentation of Sigma Delta Chi's historic site plaque to the Emporia (Kan.) Gazette in honor of its famed editor, William Allen White. For Burt is dean of the William Allen White school of journalism at the University of Kansas and was chairman of the arrangements committee for the event.

A graduate of the University of Nebraska who took a graduate degree at Columbia's graduate school of journalism as a Hitchcock scholar, Burt spent ten years on the staff of the Chicago Daily News before entering a teaching career. On the News, he was reporter, assistant city editor, cable and telegraph editor before becoming an assistant professor of journalism at Northwestern's Medill school.

He went from Medill to teach at Columbia and last fall assumed direction of the school and foundation named in honor of the Emporia editor at White's own university. At Nebraska, Burt edited the Daily and was president of Sigma Delta Chi.

in the street in front of the Gazette building immediately after the luncheon. The weather was good for the first time since Christmas, with the sun shining and the temperature warm enough for the comfort of the crowd.

FLOYD C. Shoemaker of Columbia, Mo., chairman of the Sigma Delta Chi historic site committee and secretary of the State Historical Society of Missouri, presented the plaque to Mrs. W. A. White, widow of the late editor who is now co-publisher and co-editor of the Gazette with their son, W. L. White.

The bronze plaque read:

"William Allen White, 1868-1944.

"Editor and publisher, The Emporia Gazette, 1895-1944, distinguished writer, champion of American ideals, strong defender against alien aggression, this country editor won nation-wide influence and was loved and revered as the foremost figure in American journalism.

"Presented to The Gazette February 9, 1949 by Sigma Delta Chi, National Professional Journalism Fraternity."

The plaque, which is 22 1/4 inches by 13 1/4 inches, will be placed in the front wall of the Gazette building, according to E. T. Lowther, general manager.

In his brief presentation address, Mr. Shoemaker reviewed some of the great strides in William Allen White's career. He noted dryly that the awarding of an honor to Kansas by a Missourian indicates a change in the times, for back in Civil War days Missouri and Kansas were involved in bloody border warfare and a tradition of rivalry has lived on.

Governor Frank A. Carlson, accepting the plaque on behalf of Kansas, said:

"The Emporia Gazette, under the dynamic guidance of William Allen White, provided an outstanding example of the great service that can be rendered by a free press. It created a tradition of fearless and responsible journalism, the good results of which will not perish with the years."

"During its long career the Gazette and Mr. White's personality served as beacon lights for human freedom and the American way of life. The plaque presented today is a fitting tribute to a great man whose life and works are part of the Kansas heritage. True he was a Kansan, but his influence was world wide."

"I am convinced that journalism, as represented in a free press, will serve to bring to all the people a broader understanding and more tolerant feeling toward the conflicting ideologies which cause so much turmoil and unrest. If a free press accepts its full responsibility it can cause a resurgence of public duty and create the unity of purpose so essential to the welfare of mankind."

"Freedom of the press, so jealously cherished in the United States, has been chained and made an instrument of evil in many parts of the world. The results have been ruthless dictatorships and slavery with no voice to herald the rights and dignity of the common man."

"Freedom is the most precious thing in the world and must never be allowed to slip from our grasp. The newspapers, following the example of William Allen White, must always remain in the forefront of the battle for human rights. When they fail or falter, freedom perishes."

BURTON W. MARVIN, (Nebraska '35), dean of the William Allen White School of Journalism and Public Information at the University of Kansas,

(Turn to Page 13)

Editor Doubles as Sawdust Historian

'Cleanest' Newspaper Backs Circus

By J. GARLAND SMITH

PETE PRITCHETT (Pat) STEWART, 80, grizzled wanderer and last of the Southwest's tramp printers, wandered

The *Register*, delivered every afternoon except Sunday to 4,865 subscribers in Cooke, Montague, Wise, Denton, and

Grayson Counties, is the only survivor of a long list of newspapers published at Gainesville since 1869. The paper, only



AUTHOR—J. Garland Smith, who once reported for the country's "cleanest" paper.



EDITOR—A. Morton Smith edits a model small daily and manages also to be an authority on circuses.

into the back end of the Gainesville (Texas) *Daily Register*. He took a hasty look at the spotless floor and the tidy stereotype room, then walked away without asking for a job.

"Why didn't you ask to go to work?" a *Register* compositor later asked Pat in a restaurant down the street. "They need somebody to throw in old ads."

"Usually a printer worries about getting his clothes dirty," Pat said. "But that shop is so clean my clothes would get it dirty."

Pat moved on to shops where he could absorb more of what he calls his elixir of life—printer's ink. He had seen enough to substantiate the adage that *Register* printers get no ink in their blood. They don't even soil their hands.

A clean shop, plus success in promoting the Gainesville Community Circus, only show of its kind, has made the *Register* unique in twentieth century journalism. Other publishers and editors are studying the *Register's* 59-year history to learn how a newspaper sets up standards for other institutions to emulate and leads its community to national prominence.

Gainesville (Pop. 12,000), the "city of 100,000 trees," is the seat of Cooke County in the heart of rich North Texas oil deposits and a diversified farming area. The city, about 60 miles north of Dallas, is the junction for the Santa Fe and Missouri-Kansas Texas Railroads and U. S. Highways 77 and 82.

BOTH newspapermen and their critics have more than once called their trade a circus—and no compliment was intended. But in Gainesville, Texas, a small daily newspaper manages at once to boast the cleanest newspaper plant in the country, to put out one of the better community dailies in the business and to promote a circus on the side. The circus, a community affair, has brought the city national fame.

J. Garland Smith, who is by way of being The Quill's official historian of Texas newspapers and personalities, once reported for the *Register*, among other Texas papers. He served as a combat correspondent in the Pacific, returned to operate a news bureau and broadcast for East Texas State Teachers College and this year became an instructor at Northwestern University's Medill School of Journalism. He is a Sigma Delta Chi.

daily in Cooke County, also publishes a weekly edition.

THE late J. T. Leonard started the *Register* Aug. 30, 1890. He quit as a school teacher at Fair Plains, Texas, in 1889 to edit the Gainesville *Hesperian*, a weekly. Then he purchased the *Weekly Register* and stepped it up to a daily. The Leonard family has published the *Register* without missing an edition since.

Clarence H. Leonard, who, with a brother, Joe M., took over the paper from his father, is president of the company, publisher and general manager. Clarence, slightly grey and always trim in a well-pressed suit and a fresh shirt, sits at the main desk up front.

Besides waiting on customers and discussing the city's problems with civic leaders, Leonard handles administrative details, looks after the welfare of his employees, and plans ahead for the newspaper. He also is the leading exponent of the *Register's* "policy of immaculateness."

For a generation the *Register* has held a reputation as the "cleanest newspaper plant in Texas." Today veteran newsmen who visit Gainesville are willing to match it against any paper in the country.

From the street the *Register's* front office looks more like a floral shop than a newspaper. Clarence Leonard long ago ruled out advertising displays and commercial posters. He has a standing order with a florist to change the flower pots every week.

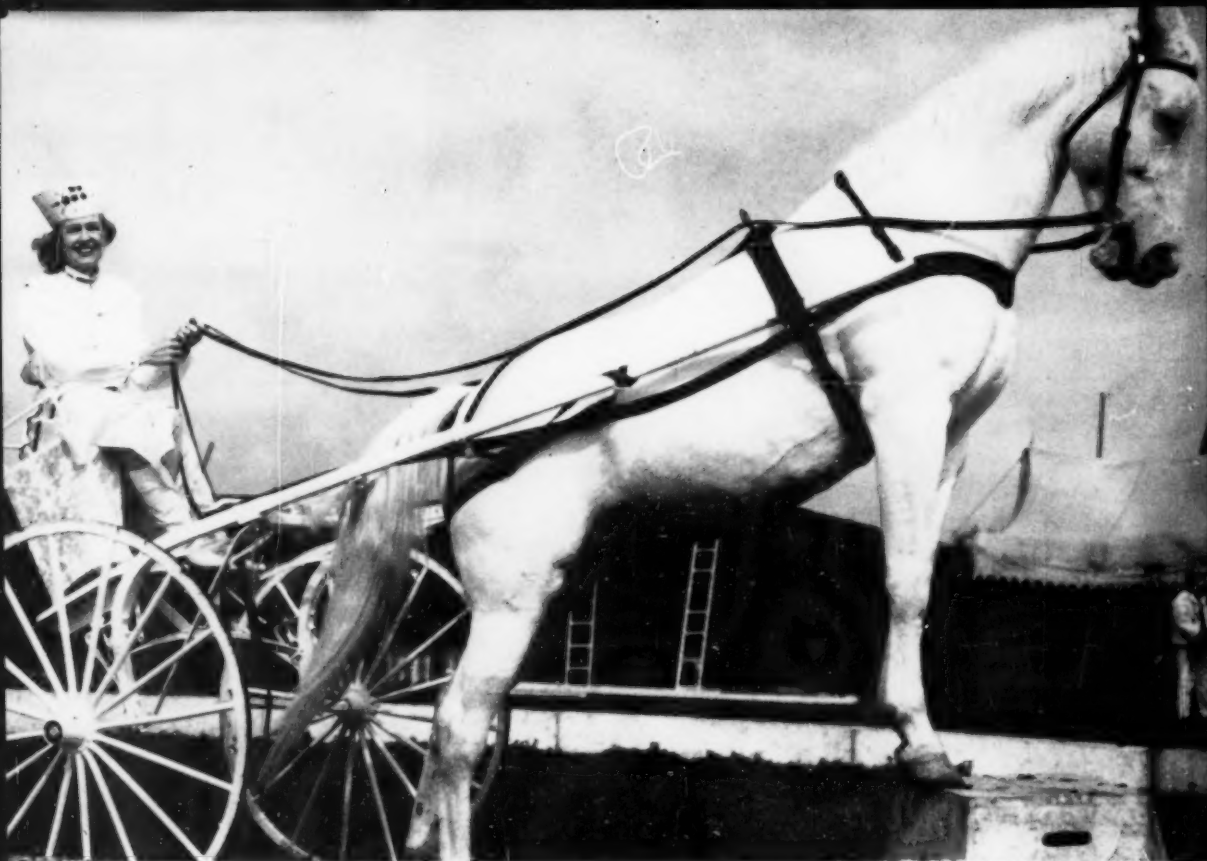


Photo by Boyd & Breeding Studio

AD-SELLER EQUESTRIENNE AND PUBLISHER—Above, Gerry Murrell who solicits advertising as a business and performs in Gainesville's community circus for fun, puts her educated horse through its paces. Below, Publisher Clarence H. Leonard, who manages to keep his plant as spruce as himself and still win awards for operating an outstanding community newspaper.

Inside, the walls are free of calendars and pictures. The floor is clean. Typewriters are covered, and papers are arranged neatly on desks. Coats and hats are on a hanger. Gold fish in a bowl on the front counter feel as much at home as if they were in the family living room.

"The fish serve three purposes," Leonard said. "They blend with the flowers to decorate the office. They entertain customers who have to wait, and they are sort of a weather bureau. When the fish stay on top of the bowl, there will be a change in the weather."

Roving correspondents and columnists in the Southwest drop in quite often to do a piece on the *Register's* spruceness. All of them react the same way. They can't understand how a staff can keep the place so tidy—and still get out a paper.

"But, you say, lots of newspapers are clean up front," said Jack Rutledge, Associated Press staff writer. "Granted. But the *Register* is also clean in the back shop where there's usually a lot of grease and ink and wads of discarded paper."

"The back shop employees are proud of their shop, and many of them don't even change into the traditional printer's clothes to work in—they just work as they are because they won't get dirty."

VISITORS, familiar with Gainesville's fame as a circus town, also are surprised to see no sawdust on the floor at the *Register*. Three of the staff mem-

bers are troupers, and Joe Leonard, former editor, is vice president.

Editor A. Morton Smith is program director and announcer; Sports Editor A. W. (Uncle Ezra) Wells is a clown; Advertising Saleswoman Gerry Murrell walks a tight wire and rides a fearless white horse in a "death defying vault" over a flaming barrier.

Smith, 45, aggressive and forever creating new ideas in the hometown show business and journalism, is one of five persons who has performed continuously with the circus for 19 years. He was largely responsible for the organization of the show in 1930 when Gainesville's Little Theater went broke in the wake of talking movies and the depression.

Circus has been Smith's hobby since he was 14. He became interested in show business in 1917 when he sold ice cream for the Red Cross at a performance of Roquemore's Mighty Humbug Circus. He organized a neighborhood circus, then joined the little theater.

When the theater floundered, Smith, then city editor of the *Register*, suggested a way out. He proposed a burlesque circus similar to Roquemore's. The theater group agreed to try the idea if Smith would back it with the *Register*.

He ran stories asking for volunteers with talent willing to perform free of

[Turn to Next Page]





Photo by William Rhew

BOAST CLEANEST "BACK SHOP" IN COUNTRY—Printers and pressmen on the Gainesville Register are proud of their spotless mechanical department as the boss is of his flower-bedecked front office.

charge. The response was encouraging. More than 40 performers were in costume for the first show. The homefolks liked it and asked for a second, then a third. The three-day run netted \$420.

SINCE that precarious beginning, the Gainesville circus has become the most widely publicized community project in America. The show has been filmed 11 times for news reels, short subjects, and television. Its opening performance at home in 1935 was the first presented exclusively for radio. The Texas Quality Network carried the broadcast. The organization has been the subject for articles in 11 magazines, including the *Saturday Evening Post*, *Reader's Digest* and *Coronet*.

"It (the circus) is the most delightful thing that I have ever seen," said Billy Rose, who left Broadway to produce Fort Worth's Frontier Fiesta in 1935. "These people have something that has made the town famous throughout the world, a job to do and a desire to do it well—and well they've done it."

The circus has played 267 performances in 111 engagements in 42 Texas and Oklahoma cities. Thirty thousand persons saw the show in Houston. At Fort Worth, 51,200 saw three performances.

From a few trapeze riggings and clown props, the show has blossomed into full-size three ring circus. Assets include a big top and seven other tents, seats for 2,500

persons, a building, six wagons, hundreds of costumes, and other properties valued at more than \$40,000.

Gross receipts now total more than \$60,000 yearly. All profits are used to build a better show. Two agencies, William Morris and Gus Sun, and Rose have offered the circus professional engagements. But the Gainesville troupers prefer to remain amateurs.

Morton Smith, too, has declined lucrative offers from commercial show people. Show business, they say, is missing an opportunity without the paid full time services of the man who is recognized as the foremost authority on circus history in the United States.

Professional showmen say that Smith knows personally more circus owners and performers than any other person. His library on circus history and lore is the most complete ever assembled. *Billboard* magazine said he is the author of more circus stories than any other writer. As a technical advisor for *Collier's*, he checks all circus manuscripts for accuracy before publication.

But Smith is first a newspaper man. To him, the *Register* is the ideal newspaper, and Gainesville is the ideal city. If the circus were anywhere else, Smith probably would not be interested. He and Mrs. Mary Louise Smith and their sons, Dan, 16, and Jerry, 14, still live at the homeplace of his father.

"Until we took some acts to Hollywood two years ago," Smith said, "I had never been away from Gainesville longer than three days at one time. They say it's un-

becoming of circus people, but I've always liked to stay close to home."

Smith also has his own devoted niche in Gainesville—the desk at the *Register* at which he has worked for more than 25 years. No temptation has been attractive enough to pull him away.

Publisher Leonard treasures the loyalty of his employees most of all. To produce a good newspaper, he says, staff members should feel they had rather be at work there than anywhere else. Leonard persists in going out of his way to favor them. He believes every person should be rewarded for good work.

The publisher's benevolence often extends beyond the *Register*. He gave the *Sluff*, student newspaper at Texas Christian University, sufficient newsprint last summer to publish a 75th anniversary edition of 20,000 copies. He bought the newsprint from the South's first paper mill at Lufkin, Texas.

Leonard has kept the *Register* dressed up by adding new equipment at an unusually rapid pace for an eight to 14 page daily. The *Register* was the first smaller paper to install fluorescent lights. It is one of few papers its size with files on micro film and two wire services, *Associated Press* and *United Press*.

"Experience has shown that we must keep equipment up to date to produce a first class newspaper which retains the confidence of its readers," Leonard said. "We buy as much as the budget will allow to assure our readers we are making a

(Turn to Page 13)



SEVEN INITIATED AT ST. LOUIS—Charles C. Clayton, president of the St. Louis professional chapter congratulates James Lawrence, news editor of Radio Station KSD after a recent ceremony. Other initiates from the left are Aaron Benesch, city editor, St. Louis Star-Times; Robert L. Burnes, sports editor, St. Louis Globe-Democrat; Robert Blakely, chief editorial writer, St. Louis Star-Times; Sidney R. Stanard, news editor, St. Louis Post-Dispatch; Joseph Pulitzer, Jr., associate editor, St. Louis Post-Dispatch, and Allan Merritt, Associated Press.

St. Louis Chapter Hears Marquis Childs, Elects 7

MARQUIS CHILDS, newspaper columnist and author, member of the Washington Professional chapter of Sigma Delta Chi and winner in 1944 of the fraternity's award for Washington correspondence, was the guest speaker at a late winter dinner of the St. Louis professional chapter at the Hotel Statler.

The dinner was preceded by the initiation of seven new professional members of the fraternity. They were Aaron Benesch, city editor, and Robert Blakely, chief editorial writer, of the *Star Times*; Joseph Pulitzer Jr., associate editor of the *Post-Dispatch*; Sidney R. Stanard, news editor of the *Post-Dispatch*; Robert L. Burnes, sports editor of the *Globe Democrat*; James Lawrence, news director of Radio Station KSD TV, and Allan Merritt, *Associated Press*.

Guests at the dinner included Dr. Fred Siebert, dean of the University of Illinois School of Journalism, John Trebilcock, a member of the faculty of the school, and two members of the University of Missouri chapter. Charles C. Clayton of the *Globe Democrat*, national secretary and president of the St. Louis chapter, presided.

Childs told approximately 75 members and guests that "the discrediting of the

public opinion polls is one of the blessings of the recent national election." The polls, he said, "represent a dangerous kind of tyranny."

He pointed out that obviously many voters changed their mind late in the campaign because they revolted against "the complacency of those who predicted a Republican victory."

The St. Louis chapter recently entertained Raymond Moley, *Newsweek* columnist, at an informal cocktail party at which Moley talked "off the record."

Boston Hears Two Campaign Speakers

THE Boston professional chapter of Sigma Delta Chi heard Frank K. Kelley, discuss the background of the Truman victory at a winter meeting.

Kelley, former *Kansas City Star* and *Associated Press* writer and member of Truman's campaign committee, pointed out that President Truman's campaign was positive, carefully organized and planned, contrary to press representation.

Mr. Truman asked his audiences if they wanted to make changes in the midst of prosperity. Long lists of questionnaires

were sent out to every state democratic committee to obtain advance information about local people, and places, Kelley added. Moreover, Republican promises and past performances were kept in a card file to supply the President with up-to-the-minute ammunition.

William Mullins, political editor of the *Boston Herald* and a member of the Dewey party, discussed the Dewey pre-election tour.

Robert F. Karolevitz (South Dakota State '46), has left public relations work in Chicago to work for his master's degree and do part time instructing in journalism at the University of Oregon. Bob was a leader in his chapter's lively delegation at the Chicago convention two years ago.

PROFESSIONAL SERVICE DIRECTORY

NEWSPAPER BROKER

Publisher of many years standing specializes in sale of Western newspapers.

J. R. GABBERT

3937 Orange St. Riverside, Calif.

THE BOOK BEAT

By DICK FITZPATRICK

FROM time to time in our history, free speech becomes a burning issue. No one need be told that we are living through one of those times. Today, freedom of opinion seems to be having one of its greatest trials.

It is in this background that the publication of Alexander Micklejohn's "Free Speech and Its Relation to Self Government" (Harper and Bros. New York, \$2.00) is an important event—and for readers of the book, a thought provoking experience.

Dr. Micklejohn, a famous American educator, believes that the First Amendment provision that there shall be no abridgment of freedom of speech has been violated.

He traces this situation to Justice Holmes' famed 1919 decision in the U. S. Supreme Court that if "a clear and present danger" exists then the First Amendment does not hold.

The educator says this interpretation has been disastrous. He believes that Justice Holmes failed to make a vital distinction—freedom of speech and liberty of speech.

The first, he says, involves the right to discuss certain aspects of public policy. No one should be able to prevent a point of view from being expressed. The latter, he explains, is merely the opportunity to speak at the right time and place.

At a meeting dealing with county schools, freedom of speech would demand presentation of all pertinent data. Liberty of speech would permit the ruling out of order of anyone who rose to speak against the Marshall Plan or the raising of the postal rate on air mail letters.

No review can adequately express Dr. Micklejohn's thesis. The material in his 107 page book was presented as a series of lectures at the University of Chicago under the sponsorship of the Walgreen Foundation for the study of American Institutions.

Dr. Micklejohn is as well known for his crusades for free speech as for his experiments in American education. What he has to say deserves attention. His penetrating analysis of a problem affecting every American—particularly the newsman—deserves deep study and sincere discussion.

Sigma Delta Chi Authors

MEMBERS of Sigma Delta Chi continue to produce books. Here are a few of the recent ones.

William P. McCahill (Marquette '37) was the consulting editor on an excellent picture history of the Marines in the last war called "Hit the Beach" (Wm. Wise and Co., Inc., New York, \$4.95).

This 386 page book has over 700 pictures—many of them of battle action. It is interesting and is good reference material.

Commenting on Marine Corps public relations, McCahill, who finished the war as a major in charge of the Corps of press section in Washington, says:

"This war, like no other one in history, and although the generals and admirals were often mentioned in the communiqués, it was the privates and the seamen who were of most interest to the people."

"Marines were often jokingly accused of having one combat correspondent per squad; actually there were seldom more than two to a regiment with four or five at division or wing headquarters along with one or two officers. Because they lived and fought with the men their stories were authentic, and because the folks at home sent back clippings to the Marines when they were written up that necessary quality of morale was strengthened throughout the Corps."

Another war book is "Dear Folks," (Bruce Humphries, Inc., Boston, \$2.50) by the late Devorton Carpenter (Washington & Lee '37).

"Dear Folks" is a collection of warm, friendly, sincere letters written by Carpenter to his parents. His writing shows the reactions of a young newsman (he was a reporter on the Richmond (Va.) *News Leader* before the war).

"Dear Folks" is the type of material historians need for writing on the personal side of war.

California as only a Californian knows it is recalled in Lee Shippey's "It's an Old California Custom" (Vanguard Press, Inc. New York, \$3.00).

Shippey (Missouri Professional), a columnist for the *Los Angeles Times*, tells with whimsy about his great state.

Tired of hearing the press attacked?

HERE, for a change, is a defense—and a most eloquent one, by a practicing newspaperman who knows what he is talking about. Here is ammunition—facts and logical arguments—to use when people say that modern newspapers are biased, vulgar, slaves of the vested interests. Mr. Brucker shows how modern advertising freed the press from political domination and encouraged an objectivity unknown in earlier days. Citing what happened in Germany and Russia, he shows the importance of maintaining a free press as a check on government.

FREEDOM OF INFORMATION

By Herbert Brucker

Editor, *The Hartford Courant*

\$4.00 at all bookstores

THE MACMILLAN COMPANY

CLASSIFIED ADVERTISING

Rates—Situations wanted: 40 cents a line. Help wanted and all other classifications: 80 cents a line. Minimum charge \$3.00 an insertion. Classified display \$10.00 per inch, per insertion.

When answering blind ads, please address them as follows: Box Number, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

North Dakota weekly newspaper publisher wants young journalism graduate with a year or two of experience.

Will be given opportunity to take on all responsibilities just as fast as he can take them, with idea of eventually managing the entire enterprise. Write Box 1003, *THE QUILL*, 35 E. Wacker Drive, Chicago 1, Illinois.

SITUATION WANTED

Young Sigma Delta Chi member with trade magazine, publicity and newspaper experience. Employed at present but desire connection with live wire outfit. Can tackle promotion, writing or layout assignments. What have you? Write Box 1004, *THE QUILL*.

The Personnel Bureau of Sigma Delta Chi has registrants desiring summer employment. If you are in need of temporary help, college trained or with professional experience, write to the Personnel Bureau, Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Ill.

New! AMERICAN PUNCTUATION

By GEORGE SUMMEY, Jr.

The Agricultural and Mechanical College of Texas

★ A MASTERFUL presentation of the art of punctuation in forceful writing.

PRACTICE of our best contemporary periodicals, journalists and editors.

—the skillful punctuating which stamps their work as superior examples of craftsmanship—is vividly illustrated in this authoritative book. It shows you which punctuation is not only correct but which will also help make your ideas in writing stand out. It shows you how to use punctuation to achieve the clarity, continuity, and emphasis which compel the reader's attention. An indispensable reference and welcome "brush-up" manual, it

"...will go a long way toward helping writers and typists keep in step... a must for every composing room and for every writer's desk."—Arthur L. Campbell, *Greensboro (N. C.) News*, \$2.50

A continuing standby—MASON LONG'S NEW COLLEGE GRAMMAR

HERE is an unusually successful handbook for the man or woman who wants to help himself to a thorough course in English grammar. Offering proficiency in beautiful as well as accurate English, it relies for developing skill more on familiarizing the user with why a construction is correct than on the memorizing of rules. A highly satisfying volume for study and reference.

"A practical and scholarly text for adults... as useful a reference to have on your desk as the dictionary."—*Cleveland Plain Dealer*, \$3.00

Order From

THE RONALD PRESS COMPANY
15 East 26th Street, New York 10

Plaque

[Concluded from Page 7]

presided at the ceremonies as chairman of the Sigma Delta Chi committee in charge of the event. The invocation was pronounced by the Rev. J. C. Brogan of Emporia, and music was provided by the College of Emporia a cappella choir, the Emporia High School band and the Emporia State College band.

Harold P. Trusler, president of the William Allen White Memorial Foundation of Emporia, presided at the luncheon, and the Rev. Stephen Lamping pronounced the invocation.

Serving with Dean Marvin on the arrangements committee were H. W. Bouck (Kansas State professional), former Kansas editor and now secretary manager of the Emporia Chamber of Commerce; C. G. Wellington, managing editor of the Kansas City *Star* and president of the Kansas City professional chapter of the fraternity, and W. L. White.

Among the guests of honor at the lunch-

eon were Oscar Stauffer, a protege of William Allen White, now publisher of the *Topeka State Journal* and a number of other newspapers; Larry Miller, secretary-manager of the Kansas Press Association; Dick Smith, chief of the WHB news bureau and vice president of the Kansas City chapter; E. K. Hartenbower, Kansas City, general manager of radio station KCMO; Phil W. Stroupe, president of the University of Missouri undergraduate chapter; Frank G. Gorrie, chief of the Kansas City bureau of the Associated Press, and Lacy Haynes, Kansas editor of the Kansas City *Star*, and Mrs. Haynes.

Others were John Redmond, publisher of the Burlington (Kan.) *Republican*; Kirke Mechem, secretary of the Kansas Historical Society, and Mrs. Mechem; James Robinson, president of the University of Kansas undergraduate chapter; Stanley R. Fike, president of the Missouri Press Association; Elwood Hobbs of the Kansas City *Star*, and Senator Will Beck, publisher of the Holton (Kan.) *Recorder*.

The historic site plaque conferred upon the *Gazette* was the fifth such award made by Sigma Delta Chi.

Gainesville

[Concluded from Page 10]

sincere effort to publish a worthy newspaper."

Trophies in the *Register's* showcase are proof that Leonard's business and editorial policy is practicable. The newspaper has more than its share of awards for general excellence and community service.

The most outstanding *Register* achievement was the Cooke County centennial edition last Aug. 30. The paper, largest ever published in Gainesville, contained 245,540 words of historical information and more than 500 pictures in 116 pages, including a four-page cover section in three colors on enamel paper.

Morton Smith wrote most of the copy. He sent eight pages to press each week, then donned his black top hat and tails in time for every circus performance. He also made up some of the page forms without getting his hands dirty.



An Anniversary on April 7

● April 7 will be an ordinary day to most Americans, but to at least a million persons it will mark an important anniversary. They are the ones who owe their jobs or economic improvement directly to the fact that the manufacture and sale of beer was legalized 16 years ago by a far-sighted Congress.

The nation as a whole gained from that act of Congress for it initiated a movement that helped stimulate business recovery in 1933. The balance sheet of Prohibition and Repeal reveals those gains. Prohibition proved to be a Pandora's box that released the greatest evils in this nation's history—racketeering, murderous gangsters and bootleggers, official corruption and a general disregard for law. There was also the loss in public revenue, estimated at a billion dollars a year.

On the Repeal side of the ledger, we have a restored respect for law. The consumer can purchase his beverages under wholesome auspices. The public treasuries are enriched by about three billion dollars a year, with beer itself paying about \$900,000,000 annually. A hundred industries benefit economically by supplying and servicing the beer industry alone. Socially, too, there have been gains. The highways, for example, are safer. In 1925, during Prohibition, there were 19 deaths per 100,000,000 motor vehicle miles traveled. In 1947, the rate dropped to a new low of 8.6.

Changing from Prohibition was good business, economically and socially. The brewers of the United States are proud of the part their industry has played in emphasizing the benefits of that change.

UNITED STATES BREWERS FOUNDATION

21 East 40th Street, New York 16, N. Y.



'Joe' Smith

[Continued from Page 5]

tivation of valuable contacts, the long and sometimes boring interviews with alien people who talk and think differently from Americans, the ability to adjust and condition oneself to foreign surroundings, the faculty of weighing the pros and cons, the riffling out of propaganda, the knack of spotting a phoney at a glance.

THE charge was made after Smith sent his set of four questions to the Soviet premier in Moscow that he was acting on at least a "suggestion" from the U. S. State Department.

This is utterly and entirely untrue. Joe never made any secret of the fact that press association and newspaper correspondents in Moscow and throughout Europe long have made it a policy to direct written questions to the Kremlin in the hope of prying out a statement from Stalin and that his approach—latest in a long line of similar attempts—hit Moscow at just the right time.

This, however, blinks the fact that the four questions addressed to Stalin were just about the most pertinent that could have been drafted. They were devised to



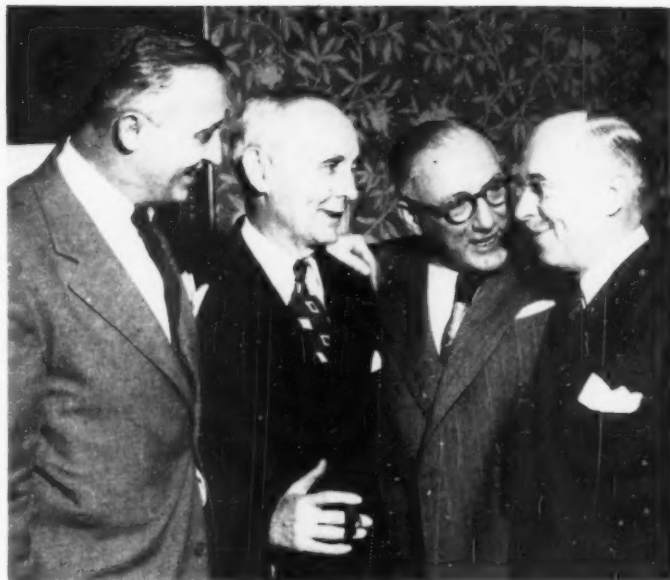
J. C. Oestreicher

"smoke out" the Russian dictator in a manner far more successful than any previous efforts made either by diplomats or newspapermen.

He simply put it up to Stalin bluntly whether or NOT Russia is sincerely desirous of peace, whether he was ready to commit himself on that score and whether and why he considered East West cooperation possible.

To those of us who were close in on Smith's achievement in unlocking the biggest padlock on the Iron Curtain, the most thrilling aspect of it all was Stalin's prompt reply to Joe's post-questionnaire cable asking just when and where the premier would meet Mr. Truman.

Barry Faris, editor-in-chief of INS, had suggested that such a message be sent immediately after the first answers were received. And when Stalin came back so speedily, there was recognition and proof



COULD BE A JOKE—William Kostka (left), newspaperman, magazine editor and public relations man who recently left New York City to establish his own agency in Denver, looks on while two former International News Service pals, James Kilgallen and Barry Faris, former national president, try to sell something or other to another Sigma Delta Chi, Frank E. Mason, executive director of the U. S. Brewers Foundation, at a New York farewell party for Bill.

WILLIAM KOSTKA (Knox '27), former newspaperman and magazine editor who has recently been director of information for the United States Brewers Foundation, opened his own public relations office in Denver, Colorado, in March.

Among his clients are the Foundation, for which he is serving as public relations counsel in several western states. In accepting his resignation as director of information, Frank E. Mason, executive director, paid Bill high tribute for his work for the brewers' group.

"Mr. Kostka has done a notable job in setting up and operating our department of information," Mason said. "In leaving to

open his own public relations office in Denver I know he is realizing an ambition of long standing."

Before entering public relations, Bill was a newspaper and magazine editor. After being graduated from Knox College, he began his newspaper work in Chicago on the *Daily Drivers Journal*. He later joined *International News Service*, which he served as its chief wire editor in New York and then as Central division manager in Chicago.

Later he was managing editor of *Look* magazine and Fawcett Publications, Inc. He was publicity director of the National Broadcasting Company and a vice president of the Institute of Public Relations.

that "our Joe" was a personality of international reputation whose approaches even the Communistic czar of all the Russians could not ignore.

LIKE quite a number of others in the organization, Joe Smith started his journalistic career with INS and stuck with his first love. He said that it was a "desire for adventure" that brought him into New York headquarters at the age of 16 just 25 years ago, and it is in keeping with old tradition that his first job was as a copy boy.

And not only that. He was in knee britches. I remember them well. They were grey flannel and he wore long black stockings and I rejoiced that my folks had graduated me into "longies" a year or two before.

Those were the days! INS was in the

World Building and our idols then, along with Damon Runyon and Jim Kilgallen and the rest of our own crew were Pulitzer's Martin Green, Lindsay Denison, Frank Ward O'Malley, Heywood Brown. We rode up and down in the elevators with them. Contact went no farther than that between us striplings from nowhere and the great and near great who breathed the same ink-laden air.

Many of those newspaper personalities are no longer with us. But their standard is still held high. As for Joe Smith himself, he has succeeded in the passage of years in giving the complete lie to Hollywood's slovenly picture of what a newspaperman should look like.

Joe is tall and handsome. Inez Robb has nominated him for the logical hero of the next movie built around a foreign cor-

[Continued on Next Page]



THE SPEAKERS' TABLE ENJOYS A JOKE—Seated at the initiation banquet of Syracuse University's record-breaking class are (from left) Dr. Wesley C. Clark, chapter advisor, Dean M. Lyle Spencer, Chapter President Henry A. Rosso, and Vincent S. Jones, executive editor of the *Utica Observer-Dispatch* and *Daily Press*.

SDXs Test Class Work

JOURNALISM professors at Syracuse University recently enjoyed a holiday from facing students while Sigma Delta Chi sought ways to improve classroom techniques. Setting a precedent in the university, the Central New York members took over classes to evaluate class routines.

The purpose of the evaluation, as President Henry A. Rosso explained to his chapter at a briefing, was not to put the instructors on trial, but to provide them with a candid, confidential student reaction to teaching methods. When the task was complete, Journalism Dean M. Lyle Spencer commented "I regard the job they did as sincere, constructive and instructive."

Fifty of the chapter's 72 members took over classes during a two-day period. Their program included administering machine-scored "student opinionnaires" prepared by the University's Evaluation Center and monitoring discussions on points which students raised or on those for which professors wanted answers.

Results of the queries and discussions were turned over to the teachers concerned for their use in planning classwork. The instructors were not required to submit to the evaluation, but all of them cooperated, Rosso said. The opinionnaire had been given previously in other departments at Syracuse, but never by students.

Earlier last winter, the largest pledge class in the history of the Syracuse chapter heard Vincent S. Jones, executive editor of the *Utica Observer-Dispatch* and the *Utica Press*, commend the "rising interest in formal study" of the news-
 per business as "most encouraging."

Jones was guest speaker at the initiation banquet at Drumlins Country Club when almost 40 journalism students were initiated. The new members swelled the membership to more than 70, making it one of the largest undergraduate chapters in the country.

The speaker criticized both publishers and schools for not working together for their mutual interest in the past. Events have, according to the *Utican*, caused the papers to become aware of the value of journalism schools.

Jones listed such events as the continuing study of the entire operation of the *Associated Press* which is being conducted by its managing editors' association, the immense interest stirred up by the readability findings of Dr. Rudolf Flesch, the sudden spurt in research into the technology of the field, and the great success of the American Press Institute.

'Joe' Smith

(Concluded from Page 14)

respondent. He has the clipped accent and propriety of manner that are the hallmarks of the products of such ancient universities as Oxford and Cambridge.

From the viewpoint of strict chronology, Smith's career is easy enough to follow.

His first "assignment" was to the Democratic National Convention of 1924 in the old Madison Square Garden to "run copy" for writers representing *INS*. The late George R. Holmes was in the slot at the top of *International News Service* correspondents covering the session.

Joe was able to find time between running copy to the Morse wire operators of those days to find a vacant typewriter and peck out with the one finger of each hand what he called "A Copy Boy's View of the Political Convention."

It was good stuff. It was fresh and new.

And it also had an incipient political insight that could not go unnoticed and it was used on the wires. That was the end of Joe Smith the copy boy and the beginning of Joe Smith the foreign correspondent.

In newspapers and on radio stations throughout the world there was told immediately after the interchange with Stalin the various stages by which Joe rose to his present status.

A long period of cable rewrite and foreign department training in New York; assignment to London as an assistant; assignment to Washington with the State Department; re-assignment to London as manager; recall to New York and Washington; reallocation to London and Paris as General European Manager; eye witness at the Nuernberg executions; first man to learn the disillusionment of Jan Masaryk before his suicide over Communist seizure of Czechoslovakia; first correspondent to reveal details and implications of the North Atlantic Defense Pact.

Honors have been frequent. The George R. Holmes Memorial Award, the silver medal of the Atlantic City Headliners' Club, the decorations that have come from the United States Army for work as an active war correspondent and messages of congratulation on innumerable occasions for journalistic enterprise and ingenuity pile up to an imposing stature.

They are all there and all well deserved. But they happen to be almost the last things in the world that Joe Smith thinks about. On the contrary, his operations always have been conducted on this basis:

**PRESS INTERNEWS PARIS
KINGSMITH DEPENDING YOU DELIVER AS ALWAYS REGARDS.**

And whether the message is signed by editor in chief or the nameless deskman temporarily in charge at New York headquarters, the result always has been the same, Joe delivers.

Read a little, learn a little

Read a lot, learn a lot.

But if you read a lot, read the books or papers or magazines that *count*.

Read **EDITOR & PUBLISHER**, for instance, the "newspaperman's newspaper," the magazine that contains all the latest, important, behind-the-scene news in the newspaper business.

E&P is "must" reading for the thinking men in the newspaper and advertising fields. They look forward to—and read faithfully—E&P each week. Naturally, they're learning a lot.

It's only 85 for 52 news-packed issues.



EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

TIMES BUILDING • TIMES SQUARE • NEW YORK, N. Y.

Subscription rates—Domestic, \$5.00; Canada, \$5.50; foreign, \$6.00